

LIVE VIVA GREATER EASTWOOD: A LIVABLE CENTERS STUDY



Prepared for:



PLAN SUMMARY

This page intentionally left blank.

Acknowledgments

East End District

Veronica Chapa Gorczynski, President
Patrick Ezzell, Managing Director of Economic Development & Infrastructure
Dan Joyce, Director of Public Affairs
Jonathan Johnson, Administrative Assistant

Stakeholder Advisory Committee

Lani Baker, Central City Industrial Park
Jonathon Brooks, Link Houston
Melissa Beeler, City of Houston
Monica Campos, Harris County Pct. 2
Francisco Castillo, Harris County Pct. 2
Jeffrey English, TXDOT
Paul Fagin, Resident
Bo Fraga, Resident
Lisa Graiff, Houston Parks Board
Thomas Gray, H-GAC
Jessica Hulsey, Resident
Mary Itz, City of Houston
Thomas Kirn, City of Houston
Brandi Lira, Eastwood Academy
Beth Martin, Houston BCycle
Joaquin Martinez, Council Member Robert Gallegos' Office
Kevin Moore, Eastwood Civic Association
Sheroo Mukhtiar, SER Houston
Lupe Olivarez, Resident
Steve Parker, Resident
Aubin Pickens, METRO
Kristi Rangel, Resident
Bobby Tyson, Resident

H-GAC

Anita Hollmann

Project Consultant Team

Traffic Engineers, Inc.

George Barrow
Geoff Carleton, AICP
Shaida Libhart, AICP
Barrett Ochoa
Eleni Pappas, PE
Jessica Wiggins
Chelsea Young, AICP

SWA

Natalia Beard
Adam Scott

Midtown Engineers, LLC

Ramon Herrera, PE
Suzanna Set, PE, PTOE
Ksenia Kozakis

Marsh Darcy Partners

Sue Darcy

Tocolotl

Jose Eduardo Sanchez
Carolina Ramos
Jade Flores
Sasha Simon

This page intentionally left blank.

About Liva/Viva Greater Eastwood: A Livable Centers Study

Live/Viva Greater Eastwood: A Livable Centers Study (Plan) is a holistic plan funded by the Houston-Galveston Area Council (H-GAC) in partnership with the East End District with an intent to identify ideas and projects that create and enhance livability within Greater Eastwood. Primary components of a “livable” center include:

- » Safety, mobility options, and accessibility for people of all ages and abilities
- » Economic development and opportunities
- » Environmental quality and green spaces for people to recreate
- » Community vibrancy and a sense of place

The study area for this project encompasses the Greater Eastwood community, including Eastwood, Houston Country Club Place, Sunnyland, and parts of Lawndale. The study area is bound by Harrisburg Boulevard to the north, I-45 to the south, Sampson Street/Scott Street to the west, and Wayside Drive to the east. It is approximately 2.8 square miles in size and has a population of 15,874. The study area is approximately one mile east of Downtown Houston and one half mile north of University of Houston. Of particular note within the study area are eleven schools ranging from elementary to high school.

This plan was conducted over the course of a year from December 2019 to November 2020. The primary components of this project consist of a study of existing conditions and previous plans, creation of a conceptual plan with tangible

recommendations, and an implementation plan to prioritize the recommendations and identify funding opportunities. This plan was developed with participation from stakeholders and people who live, work, learn, and play in Greater Eastwood to ensure the community’s needs, ideas, and priorities were identified and incorporated into the development of recommendations.

Several objectives for the Plan were developed early in the project based on community and stakeholder input to guide development of the recommendations. These objectives are identified in Figure PS.1. While it is not possible for every project to meet each of these objectives, collectively the recommendations in this plan are able to build on each other to meet the objectives and facilitate improved livability and quality of life in Greater Eastwood.

The core elements that crafted the recommendations of this plan include the following subject areas:

- » Transportation & Mobility Choice
- » Economic Development
- » Housing Options
- » Parks/Open Space/Environmental Resiliency
- » Placemaking

The following pages present a summary of key findings from analysis of existing conditions, input from the community, high-level identification of recommendations, and project priorities.

Figure PS.1 Plan Objectives



Key Fact Book Findings

The Fact Book, presented in Appendix A, provides a wealth of data and analysis about the study area that serves as a basis for understanding the conditions, needs, and opportunities within Greater Eastwood. The following are highlights that provide a useful basis for understanding community feedback and the recommendations.

Transportation



- » 53% of assessed sidewalks are missing or in poor condition
- » There is a noticeable lack of connected, safe bike facilities
- » 4.5% of commuters use transit
- » 11% of bus stops have shelters and 7% have benches
- » 11.7% of households have no automobile available
- » Most primary corridors operate below vehicle capacity

Parks, Open Space & Placemaking



- » Only 2% of existing land is open space, but 18% is undeveloped or publicly owned
- » Areas west and north have significantly more placemaking
- » 9 total open spaces exist - includes parks, spark parks, one plaza and one cemetery
- » Few places with public art or community furnishings
- » There is a lack of wildlife habitat and natural programming
- » Distinctive, but hidden, natural features represent green infrastructure & open space opportunities
- » Many neighborhoods and commercial corridors lack a high-quality tree canopy

Economic Development



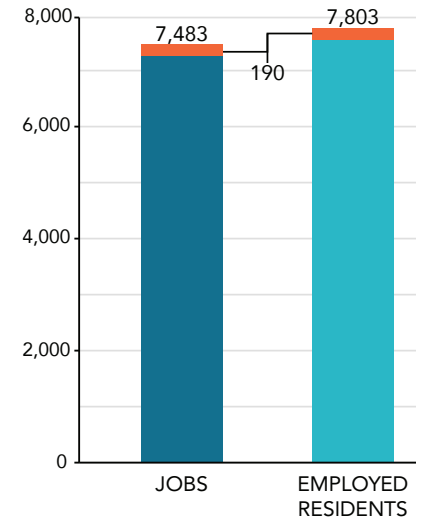
- » Land Use: 33% is single-family residential; 24% is commercial; 20% is civic
- » Jobs are expected to increase 39% by 2045
- » 60% of employed residents live within 10 miles of work;
- » 33% of study area employees live within 10 miles of work

Housing



- » Greater Eastwood has higher than typical homeownership rate of nearly 44%
- » Majority of housing in Greater Eastwood was built pre-1950's
- » 57.5% of all housing is single family
- » Majority of multi-family housing are small-scale apartments
- » Few options for designed for affordability or seniors are available in the study area

PS.2 Inflow/Outflow of Workers



- » Live & Work in Study Area
- » Work in Study Area, Live Elsewhere
- » Live in Study Area, Work Elsewhere

» There is an imbalance of employed residents and jobs within the study area

Community Input

Due to the COVID-19 pandemic, the efforts for community engagement were atypical for this type of study and focused on socially-distanced and online means of obtaining feedback. Community input was provided in two phases. The first phase was begun in March 2020 and, due to the pandemic, was conducted through mid-May. This phase focused on obtaining general ideas, preferences, and input regarding needs and barriers. The second phase was conducted mid-August through mid-September and was focused on obtaining feedback regarding the level of support for recommendations as well as priorities for funding.

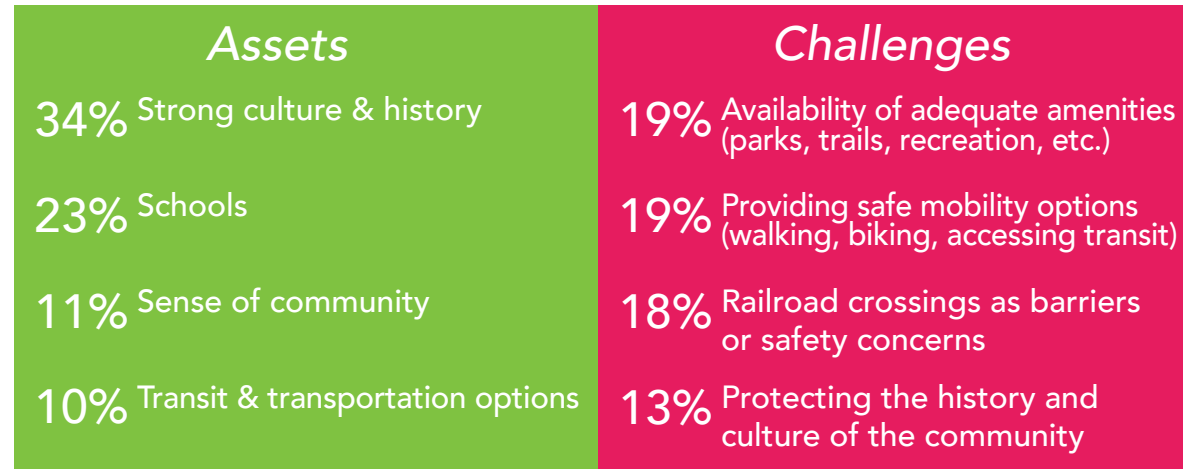
The first phase of engagement utilized an online survey, an interactive map, and social media. Overall, 158 surveys were completed and 119 comments were placed on the interactive map.

Beyond understanding the needs of the community, it was important to get input regarding how much the community preferences for recommendations and prioritized improvements. The second phase of engagement focused on these questions and was utilized to help inform development of project prioritization in this plan.

The second phase of engagement utilized an online survey as well, but also socially-distanced in person canvassing within the study area to encourage community members to fill out surveys and to assist with survey completion if necessary. The canvassing was focused on reaching the Spanish-speaking community primarily as well as seniors, businesses, and employees. Overall, a total of 144 surveys were completed in this phase of engagement with 22% in Spanish.

The following information highlights some of the feedback received. Full summary analysis and documentation is provided in Appendix C.

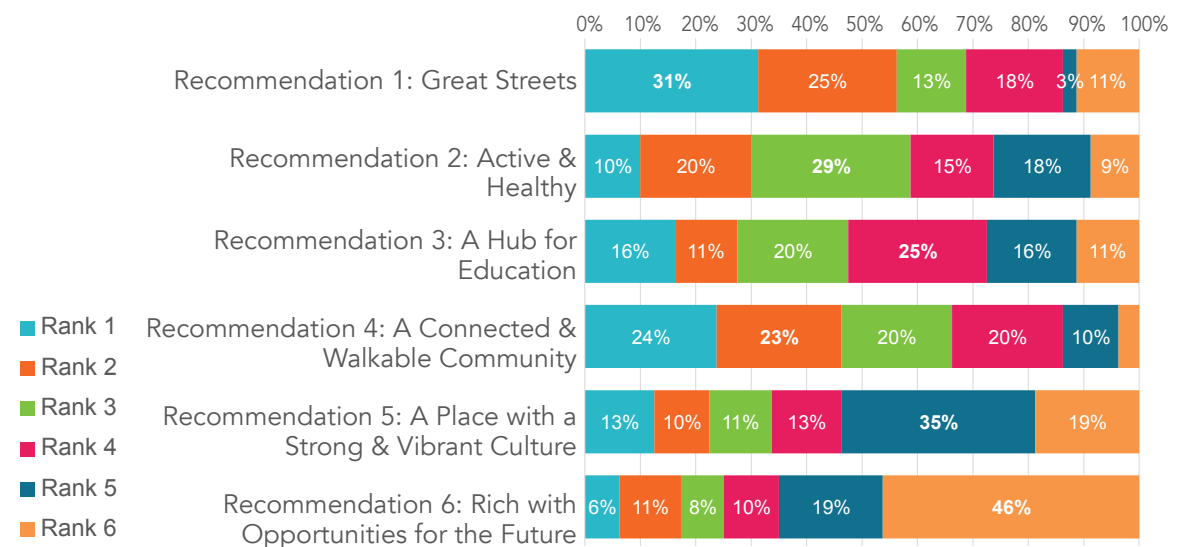
PS.3 Top 4 identified assets and challenges in the community



PS.4 Top 5 barriers to mobility



PS.5 Ranked recommendations in order of most liked (1) to least (6)



Recommendations

The following recommendations were developed to achieve a livable community that embraces its culture and history while preparing for the future and providing opportunities for people to happily and safely live, work, learn, and play in the area. The information below is a high level summary of each core recommendation and the tangible projects, programs, and policies within each. A map of these recommendations is provided in Figure PS.6 and detailed information can be found in the Projects, Programs and Policies section of the Plan. A Toolbox in Appendix B supports development of these recommendations.

Greater Eastwood is...



4 A Walkable & Connected Community



4.1 Create an Annual Walkability Improvement Program

4.2 Enhance Transit Access & Amenities

4.3 Corridor Spot Improvements

4.4 Develop Priority Bikeways

4.5 Expand Houston B-Cycle Stations

4.6 Provide Bike Parking at Destinations

5 A Place with a Strong & Vibrant Culture



5.1 Main Street Placemaking

5.2 Incorporate Placemaking Enhancements

5.3 Create Community Gateways

5.4 Create Cultural Corridors

6 Rich with Opportunities for the Future



6.1 Facilitate Transit Oriented Development

6.2 Create Character & Development Guidelines

6.3 Revitalize Commercial Corridors

6.4 Establish a Real Estate & Developer Coordination Group

6.5 Partner in a Housing Needs Study

6.6 Promote Programs Aimed at Home Ownership

Recommendation Type:



Project



Program



Policy

Figure PS.6 on the following page provides an overview map of the recommendations. It shows that collectively, the recommendations touch all areas of Greater Eastwood and build on each other and the community's existing assets. The legend for Figure PS.6 is provided below.

Some recommendations are intended to meet a single objective while others relate to multiple objectives. Figure PS.7 shows each core and sub-recommendation and identifies which objective(s) it aims to achieve through implementation. The table shows that the plan holistically can meet the various needs in the community and help the East End District achieve its goals of creating a livable community within the Greater Eastwood area.

Legend for Figure PS.6 Recommendations Map



























- | | | |
|--|---|---|
|  1.1 Leeland Street Enhancement |  Green Corridors |  Walkability Improvement Program: Sidewalk Improvement |
|  1.2 Lawndale Street Safety and Access Improvements |  2.1 Park Drive: Houston's Model Sustainable Street |  Priority Sidewalk Improvements |
|  1.3 Telephone Road Mobility Enhancements |  2.2 Dumble Street: Eastwood's Central Green Corridor |  Enhance Transit Access and Amenities |
|  1.4 Telephone Road: Eastwood's Main Street |  2.3 Sampson Street Two-Way Transformation |  Corridor Spot Improvement |
|  1.5 Wayside Drive Safety Enhancements | Community Greening Initiatives: |  Proposed Houston B-Cycle Station |
|  1.6 Polk Street Accessibility Enhancements |  Corridors |  Main Street Placemaking |
|  1.7 York Street Two-Way Transformation |  Zones |  Community Gateway |
|  1.8 Telephone Road Connections |  2.5 Future Green Space Opportunities |  Primary |
|  1.9 Lockwood Drive Transit Corridor |  2.6 Existing Park Improvements |  Secondary |
|  1.10 Ernestine Street Multimodal Accessibility |  Spaces for Community Interaction |  Cultural Corridor |
| |  Safe Streets - Access to Schools |  Facilitate Transit Oriented Development |
| |  Lantrip Elementary School Access Plan | |

Figure PS.6 Recommendations Map

Note: Some recommendations are programmatic in nature and do not have a physical location associated with them. Those Recommendations are not listed in this map.



Figure PS.7 Recommendations Summary Table

Greater Eastwood is...		Project Objectives							
		1	2	3	4	5	6	7	8
1: Anchored by Great Streets	1.1	Leeland Street Enhancement	X	X	X		X		
	1.2	Lawndale Street Safety and Access Improvements	X	X	X	X			
	1.3	Telephone Road Mobility Enhancements	X	X	X		X		
	1.4	Telephone Road: Eastwood's Main Street	X	X	X	X	X	X	X
	1.5	Wayside Drive Safety Enhancements	X	X	X		X		
	1.6	Polk Street Accessibility Enhancements	X	X	X				
	1.7	York Street Two-Way Transformation	X	X	X		X		X
	1.8	Telephone Road Connections	X	X	X				
	1.9	Lockwood Drive Transit Corridor	X	X	X				
	1.10	Ernestine Street Multimodal Accessibility	X	X	X				
2: Active and Healthy	2.1	Sampson Street: A Healthy Community Connection	X	X		X			X
	2.2	Park Drive: Houston's Model Sustainable Street	X			X		X	X
	2.3	Dumble Street: Eastwood's Central Green Corridor	X		X	X			X
	2.4	Community Greening Initiatives				X	X		X
	2.5	Future Green Space Opportunities				X		X	X
	2.6	Existing Park Improvements				X		X	X
	2.7	Create Spaces for Community Interaction				X	X	X	
3: A Hub for Education	3.1	Build Safe Streets to Schools	X	X	X	X			
	3.2	Data Collection Program	X	X					
	3.3	Walk Assessment & Encouragement Program	X	X				X	
	3.4	Walk & Wheel Skills Hub		X	X	X		X	
	3.5	School Access Plans	X	X	X				
4: A Connected and Walkable Community	4.1	Create a Walkability Improvement Program	X	X	X	X	X		
	4.2	Enhance Transit Access and Amenities	X	X	X				
	4.3	Corridor Spot Improvements		X					
	4.4	Develop Priority Bikeways	X		X		X		
	4.5	Expand Houston B-Cycle Stations			X				
	4.6	Provide Bike Parking at Destinations			X		X		
5: A Place with a Strong and Vibrant Culture	5.1	Main Street Placemaking				X	X	X	
	5.2	Incorporate Placemaking Enhancements					X	X	
	5.3	Create Community Gateways						X	
	5.4	Create Cultural Corridors				X	X	X	
6: Rich with Opportunities for the Future	6.1	Facilitate Transit Oriented Development			X	X	X		X
	6.2	Create Character & Development Guidelines					X	X	
	6.3	Revitalize Commercial Corridors					X	X	
	6.5	Establish a Real Estate and Developer Coordination Group					X		X
	6.7	Partner in a Housing Needs Study							X
	6.8	Promote Programs Aimed at Home Ownership							X

- 1 Multimodal Networks
- 2 Safety
- 3 Access to Opportunities
- 4 Quality of Life
- 5 Vibrant Economy
- 6 Community Culture
- 7 Environmental Resiliency
- 8 Housing Options

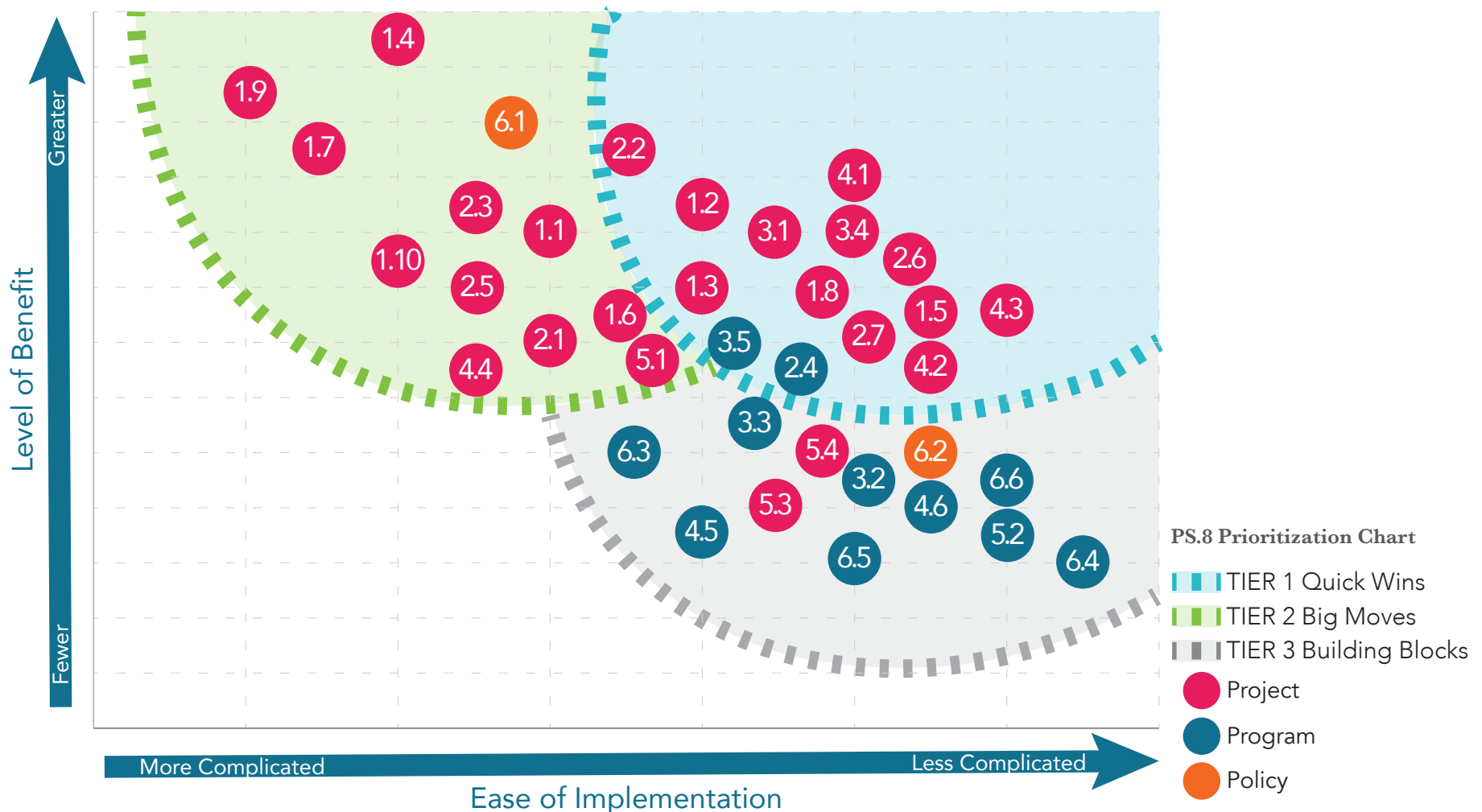
Implementation

Success in meeting the goals of this plan can only be realized through effective implementation strategies. Implementation of this plan hinges on three central tenets: prioritization, partnerships, and funding.

Prioritization focuses on the identification of which projects to develop first, which are short term opportunities, and which are long-term moves to make significant changes. Partnerships are essential in the development and coordination of projects and help identify opportunities to leverage resources giving the East End District the biggest “bang-for-the-buck.”

Funding provides guidance on which potential resources and funding streams, locally and nationally, may apply to projects, helping focus grant efforts and pull together priorities and partnerships.

The prioritization chart below highlights key factors considered when determining project priorities. This chart coordinates with the full prioritization table in the Implementation section of the Plan, which provides priorities, implementation strategies, funding opportunities, a discussion of partnerships, and the role of evaluation and monitoring. Together these components provide a framework for implementing this plan.



This page intentionally left blank.